

Message Text

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INFO OCT-01 EB-07 ISO-00 /020 W
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R 130822Z JUL 77
FM AMEMBASSY BONN
TO SECSTATE WASHDC 9769
INFO USDOC WASHDC
USIA WASHDC
AMEMBASSY BERLIN
USMISSION USBERLIN
AMEMBASSY BERN
AMCONSUL BREMEN
AMEMBASSY BRUSSELS
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMEMBASSY THE HAGUE
AMCONSUL HAMBURG
AMEMBASSY LUXEMBOURG
AMCONSUL MUNICH
AMCONSUL STUTTGART
AMEMBASSY VIENNA

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FRANKFURT ALSO FOR USTS

E.O. 11652: N/A
TAGS: BEXP, BTIO, EGEN, GW
SUBJ: FY 78 COUNTRY COMMERCIAL PROGRAM (CCP):
CCAG MEETING BONN JUNE 15-16, 1977

REF: 1976 BONN 05978

1. BEGIN SUMMARY: IN TWO DAY MEETING IN BONN TEXT
OF FY 78 CCP FOR GERMANY WAS DEBATED AND APPROVED.
PRINCIPAL ACTIONS RECOMMENDED INCLUDE OVERHAUL OF
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USDOC SYSTEM OF PROCESSING OUR TRADE OPPORTUNITY
REPORTS TO ASSURE THAT ALL REPORTS REACH RESPECTABLE
NUMBER OF US SUPPLIERS: THAT NO RPT NO REQUEST FOR
SEARCH FOR POTENTIAL GERMAN AGENTS OF US
MANUFACTURERS BE SENT TO US WITHOUT ENCLOSURE OF
ADEQUATE DESCRIPTIVE LITERATURE AND, ABOVE ALL, OF
CURRENT PRICE INFORMATION; AND THAT STATE AND

USDOC OFFICERS ATTEND NEXT CCP MEETING IN NOVEMBER IN BERLIN. OTHER ACTION RECOMMENDATIONS ENUMERATED BELOW WERE EITHER INTERNAL TO THE MISSION OR REAFFIRMED UTILITY OF EXISTING PRACTICES.
END SUMMARY.

2. WITH AMBASSADOR PRESIDING DURING KEY SESSIONS, MISSION E-C OFFICERS, JOINED BY REPRESENTATIVES

FROM STATE (E-B AND EUR) AND USDOC (OIM), USIS, US TRAVEL SERVICE, USIMC AND EMBASSY/ADMIN SECTION MET JUNE 15 AND 16 IN BONN FOR REVIEW, DISCUSSION AND APPROVAL OF TEXT OF FY 78 CCP DOCUMENT COVERING FRG AND WEST BERLIN.

IN GENERAL, THE CONFERENCE AGREED THAT THE CCP APPROACH TO MANAGING E-C ASSETS IS MORE RATIONAL THAN ITS PREDECESSOR AND THAT THE FY 78 FORMAT IS SIMPLER AND MORE SPECIFIC INFORMATIVE THAN FY 77'S.

3. PRINCIPAL ACTIONS AND RECOMMENDATIONS COMING FROM THE CONFERENCE CONCERNED:

- A. TRADE OPPORTUNITY REPORTING SYSTEM
 - B. AGENT DISTRIBUTOR SERVICE
 - C. CCP BUDGETING
 - D. SPRECHTAG
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E. FOREIGN BUYERS PROGRAM

F. US PARTICIPATION IN GERMAN FAIRS

G. USE OF COMMERCIAL OFFICERS AND HOME LEAVE

H. TOURISM

I. GERMAN INVESTMENT IN THE USA

J. NUMBER OF MISSION PERSONNEL COUNTED IN CCP

K. DUE DATE OF (TO) BEST PROSPECTS AIRGRAM
(CERP 1216).

4. TRADE OPPORTUNITY (TO) REPORTING SYSTEM:

CONFERENCE WAS UNANIMOUS IN IDENTIFYING STATESIDE STRUCTURAL PROBLEMS OF THE TO REPORTING SYSTEM AS CONSTITUTING THE SINGLE MOST GLARING WEAKNESS WITHIN THE CCP STRUCTURE. GROUP NOTED MANY INSTANCES IN WHICH MISSION COMMERCIAL STAFF HAVE SPENT LONG HOURS TO DEVELOP AND REPORT IMPORTANT TOS FOR WHICH USDOC COMPUTERIZED CUSTOMER SERVICE THEN IDENTIFIED EITHER NONE OR NO MORE THAN ONE OR TWO US FIRMS IN POSITION TO RESPOND. CONFERENCE RECOMMENDS AS THE HIGHEST PRIORITY WASHINGTON ACTION RELATED TO CCP FOR GERMANY THAT STEPS BE TAKEN

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TO ASSURE A "SECOND STRIKE" TELEPHONE, TELEX OR MAIL
CAMPAIGN FROM USDOC WHENEVER A MISSION - REPORTED TO
REACHES RIDICULOUSLY LOW NUMBER OF AMERICAN
COMPANIES ACTUALLY IN POSITION TO RESPOND. IMPORTANT
TO KEEP IN MIND THAT POINT OF ENTIRE TO REPORTING
EXERCISE IS TO GREATLY IMPROVE LIKELIHOOD THAT
US EXPORTS WILL RESULT AND NOT JUST TO REACH PAID
SUBSCRIBERS TO A SPECIALIZED PUBLIC SERVICE.

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5. AGENT-DISTRIBUTOR SERVICE: CCAG ONCE AGAIN CALLS TO WCAG'S ATTENTION FACT THAT HIGHLY SOPHISTICATED GERMAN AGENT/REPRESENTATIVE UNIVERSE IS ALMOST ALWAYS TOTALLY UNINTERESTED IN ANY US EMBASSY, CONSULATE GENERAL OR US MISSION BERLIN SEARCH FOR AN AGENT WHEN INITIAL CONTACT CANNOT FURNISH ON-THE-SPOT PRECISE PRICE INFORMATION AS WELL AS ADEQUATE PRODUCT DOCUMENTATION. MISSION RECOGNIZES THAT OUR MANY COMPLAINTS ABOUT RECEIPT FROM USDOC OF ADS MATERIALS WHICH LACK ADEQUATE

PRODUCT AND/OR PRICE INFORMATION HAVE BEEN ACTED UPON BY USDOC AND SITUATION IS NOT RPT NO SO BAD AS IT WAS ONE YEAR AGO. BUT CONSIDERABLE IMPROVEMENT IS STILL NECESSARY IF POST APPROACH TO AGENTS IS NOT TO BE A WASTE OF TIME.

6. BUDGET: BOTH DURING PREPARATORY MEETINGS BETWEEN EMBASSY E-C OFFICERS, VISITING STATE AND COMMERCE REPS AND EMBASSY BUDGET AND MANAGEMENT STAFF AS WELL AS LATER DURING CONFERENCE ITSELF, CONSENSUS EMERGED THAT (A) IMPROVED E-C SECTION INPUT INTO POST BUDGETS IS NECESSARY AND CONSTITUTES ONE OF THE MAJOR CCP ADMINISTRATIVE CHALLENGES OF FY 78 AND 79; (B) THERE ARE LIMITS TO SUCH IMPROVEMENT SO LONG AS A UNIFIED STATE/ COMMERCE COMMERCIAL BUDGET IS NOT PREPARED FOR CONGRESS; (C) THE CCP BUDGET CYCLE IS NOT YET IN TIME PHASE WITH EMBASSY FIELD BUDGET SUBMISSION (CURRENTLY BONN MUST PRESENT ITS BUDGET BEFORE USDOC

HAS FINISHED ITS OWN DRAFT); (C) IN BONN AT THE END OF EACH QUARTER, THE COMMERCIAL COUNSELOR'S STAFF UNCLASSIFIED

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SHOULD HENCEFORTH MEET WITH BUDGET AND MANAGEMENT STAFF TO REVIEW MISSION-WIDE BUDGET ACTIVITY IN THE QUARTER JUST ELAPSED AND PROJECT DEMANDS FOR THE CURRENT QUARTER. IN THESE MEETINGS THE EMBASSY COMMERCIAL OFFICE WILL BE RESPONSIBLE FOR REPRESENTING A UNIFIED VISION OF MISSION-WIDE E-C NEEDS AND WILL ADVOCATE OR DEFEND POST NEEDS WITHIN THE OVERALL MISSION BUDGET.

7. SPRECHTAGE: CONFERENCE AGREED THAT SPRECHTAGE REMAIN AT CORE OF CCP EXPORT EXPANSION TECHNIQUES. GENERALLY, POST EXPERIENCE IS THAT SECOND AND THIRD

APPEARANCES BY E-C TEAMS IN A GIVEN CITY (UNDER EITHER CHAMBER OF COMMERCE OR LOCAL BANK CO-SPONSORSHIP) HAVE BEEN EVEN MORE SUCCESSFUL THAN INITIAL EVENTS. MISSION WILL EXPLORE POSSIBILITY OF STAGING SPRECHTAGES FY 78 IN CONNECTION WITH

ANNUAL MEETINGS OF SPECIALIZED MANUFACTURING OR TRADING GROUPS AS WELL AS MOUNTING SO-CALLED STROLLING SPRECHTAGES AT GERMAN FAIRS.

8. FOREIGN BUYERS PROGRAM: HERE EXPERIENCE IS LIMITED. BUT PRELIMINARY ASSESSMENT IS THAT FIRST RED CARPET TRIP OF GERMAN BUYERS IN FY 78 (TO INTELCOM EXHIBITION IN ATLANTA IN OCTOBER 1977) MAY DRAW BETWEEN 100 AND 150 GERMAN BUYERS IN THE MISSION/HAPAG LLOYD PACKAGE PROGRAM / CHARTER FLIGHT. WE ARE GRATEFUL THAT WASHINGTON APPEARS READY TO APPROVE FUNDING OF ONE MISSION ESCORT FOR THIS TRIP AND IF NUMBER OF TRAVELERS DOES IN FACT APPROACH OR EXCEED 100 WE ARE CONFIDENT WASHINGTON WILL EITHER SUPPORT OUR REQUEST FOR SECOND ESCORT OR WILL SEE THAT APPROPRIATE STEPS ARE TAKEN TO FURNISH EQUIVALENT ESCORT SUPPORT FROM USDOC, FAIR AUTHORITIES, ATLANTA CHAMBER OF COMMERCE OR OTHER
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US DOMESTIC SOURCE.

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FM AMEMBASSY BONN
TO SECSTATE WASHDC 9771
INFO USDOC WASHDC
USIA WASHDC

AMEMBASSY BERLIN
USMISSION USBERLIN
AMEMBASSY BERN
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9. CONFERENCE RECOGNIZED THAT FY 78 WILL SEE GREATLY INCREASED MISSION INVOLVMENT WITH GERMAN TRADE FAIRS, BOTH THROUGH SIX USDOC EXHIBITIONS, THROUGH NUMBER OF POST-MOUNTED BIOS AS WELL AS THROUGH EXPANDED POST SERVICE FOR GROWING BODY OF INDIVIDUAL US EXHIBITORS IN GERMAN FAIRS.

10. BOTH STATE AND COMMERCE REPS AT CONFERENCE UNDERLINED OPPORTUNITIES FOR RETURNING E-C OFFICERS
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TO TAKE PART IN NEWLY REVIVED PUBLIC RELATIONS EFFORTS DURING HOME LEAVES. ONLY TWO MISSION OFFICERS (GUS COONTZ AND PAT KILLOUGH FROM BONN) WILL BE ON HOME LEAVE SUMMER OF 77 PRIOR TO RETURN TO POST AND BOTH ARE WILLING TO BE PROGRAMMED.

11. CONFERENCE EXPLORED NEW WAYS TO SUPPORT VERY ACTIVE TOURIST PROMOTION PROGRAM OF USIS REGIONAL OFFICE IN FRANKFURT - INCLUDING PROPOSED USTS APPEARANCES IN THREE GERMAN TRAVEL/TOURISM SHOWS

IN FY 78. CONFERENCE WAS ALSO THANKFUL TO USTS FOR GENEROUS BUDGET AND COUNSELING SUPPORT OF OUR FLEDGLING FOREIGN BUYERS PROGRAM.

12. GROUP NOTED THAT TIDE HAS TURNED, HOPEFULLY PERMANENTLY, IN DIRECTION OF BALANCE OF INVESTMENT FLOWS BETWEEN GERMANY AND USA. DURING FY 78 WE WILL SEEK TO EVOLVE NEW TECHNIQUES TO ACCELERATE THE GROWING FLOW OF NEW GERMAN INVESTMENT TO AMERICA

AS WELL AS CONTINUING OUR WELL-ESTABLISHED SUPPORT
OF EFFORTS BY INDIVIDUAL AMERICAN STATES AND CITIES
TO LURE NEW GERMAN INVESTMENT.

13. FINALLY, THE CONFERENCE APPROVED THE REMOVAL OF
TEN MISSION-WIDE POSITIONS PREVIOUSLY ATTRIBUTED
TO OUR CCP GENERAL PROGRAM HEADCOUNT. POSITIONS
REMOVED INCLUDE THREE JUNIOR OFFICERS ROTATIONAL
OFFICER SLOTS IN BONN AND FRANKFURT, FOUR SCIENCE
COUNSELOR SLOTS AND THREE BERLIN POSITIONS DEVOTED

TO TRIPARTITE AFFAIRS. HEADCOUNT FOR FY 78 IS,
THEREFORE, NINETY.

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14. IN REGARD TO ANNUAL BEST PROSPECTS REPORT
(CERP 1216) GROUP AGREED THAT MEANINGFUL COMPLIANCE
IS NOT RPT NOT POSSIBLE WITH RECENTLY PROPOSED
(STATE 124698) DUE DATE OF SEPTEMBER 15, 1977.
WE HAVE REPORTED SEPARATELY OUR REASONS WHICH SUPPORT
A DUE DATE OF NOVEMBER 15, 1977.

15. CONFERENCE WAS PLEASED THAT AMBASSADOR STOESSEL
PRESIDED AT TWO SESSIONS INCLUDING ONE AT WHICH
FY 78 CCP TEXT WAS FORMALLY RATIFIED. CONFERENCE
WAS ALSO GRATIFIED BY AMBASSADOR'S FORCEFUL
STATEMENT OF HIS SUPPORT FOR CCP GOALS AND METHODS
AND PARTICULARLY FOR HIS WELL KNOWN, REGULAR
APPEARANCES AT US PRODUCT EXHIBITIONS IN GERMAN
FAIRS AS WELL AS HIS FREQUENT CONTACTS WITH THE
GERMAN - AMERICAN CHAMBER OF COMMERCE.

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16. NEXT CCP MEETING WILL TAKE PLACE IN WEST
BERLIN NOVEMBER 29-30, 1977. FOCUS OF BERLIN
MEETING WILL BE OPERATIONAL PROBLEMS OF CCP AS
IT LOOKS AFTER COMPLETION OF 1ST QUARTER OF FY 78.
BY THAT TIME FIRST RED CARPET TRIP (ATLANTA,
INTELCOM) OF FOREIGN BUYERS PROGRAM WILL HAVE BEEN
COMPLETED AND RESULTS WILL THEN BE SUBJECTED TO
CAREFUL REVIEW. MEETING WILL ALSO BE ABLE TO
EVALUATE RESULTS OF FLYING CARPET PROMOTIONS AND
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TO COMPARE THESE WITH RED CARPET RESULTS. FY 78
EXHIBITION SEASON WILL ALSO BE UNDERWAY AND RESULTS
WILL ALSO BE ANALYZED. OUR EXPERIENCE WITH NEW
APPROACH TO BUDGETING WILL BE CLOSELY ATTENDED TO.
WE HOPE THAT BY NOVEMBER THE WEAKNESSES IDENTIFIED
ABOVE IN WASHINGTON BACK-UP FOR MISSION SUBMISSIONS
IN THE TO AND ADS PROGRAMS WILL HAVE BEEN ADDRESSED.
CONFERENCE FINALLY STRONGLY REQUESTS THAT APPROPRIATE
STATE AND USDOC REPRESENTATIVES ATTEND OUR BERLIN
MEETING TO GIVE US THE LATEST GUIDANCE ON PHASING

OF STATE/COMMERCE COMMERCIAL BUDGETS, THE CONTINUING
CONCEPTUAL EVOLUTION OF THE CCP AND OTHER TOPICS
OF GENERAL INTEREST.
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